

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF COMMERCE

MGT 322: BEHAVIOURAL SCIENCE

DATE: 21ST JULY 2017

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. **Question ONE is compulsory.**
5. Answer any other **THREE** questions.
6. **Question ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provide.**

QUESTION ONE

Read the Case Study below carefully and, answer the questions that follow:

RICK, AGE 15, HIGH SCHOOL STUDENT

In elementary school, the other children had whispered about Rick's rituals. He had placed his books under his chair in the same spot every day. His pencil always had a sharp point and was positioned at the top of his desk, exactly in the middle. An eraser was kept on the upper right hand corner, not too close to the edge. His papers always were arranged carefully in the middle of his desk. This has continued in secondary school.

As a secondary school student, Rick has few friends. He doesn't like having visitors to his house because it takes too much effort to put things back in order after they leave. He experiences a lot of anxiety at school when furniture and equipment are moved in his classrooms, or there is an unanticipated change in routine. Rick takes a long time to get from one class to another and is frequently late for the start of class. He is easily upset when other students come close to his desk; some of the other students have noticed this and take pleasure in teasing Rick by threatening to mess up his papers. Consequently, he frequently watches the clock and begins to pack up his belongings several minutes before the end of the period. Lately, he has been missing a lot of his classes, reporting that he "wasn't feeling well". Formerly a high achieving student (on the work that he handed in), he is now handing in even less work than previously and is in danger of losing his credits.

Required

- a) What is behaviour modification? (3 marks)
- b) From the case study which of Rick's behaviours are suggestive of an anxiety problem? (6 marks)
- c) What general approaches would be appropriate for helping Rick? (6 marks)
- d) From the case study discuss the role of environment in learning. (10 Marks)

QUESTION 2

- (a) Define and explain what is an attitude and cognitive dissonance? (6 marks)
- (b) Name and explain the three major components of an attitude. (9 marks)

QUESTION 3

- (a) Describe the meaning and nature of behavioral science. (6 Marks)
- (b) Discuss the importance of understanding the behavior of individuals to an organization. (9 Marks)

QUESTION 4

- (a) Discuss the factors that influence human behavior. (9Marks)
- (b) Outline and explain the importance of motivating employees. (6 Marks)

QUESTION 5

- a) In the study of behavioral science it is not so much of what is seen and observed around that is really key ;but rather more so what the students and learners think, see and interpret to be happening;Required: With examples briefly explain the following;
 - i. The "Perception process" (9Marks)
 - ii. The different types of perception; (6 Marks)

QUESTION 6

- a) Define a healthy lifestyle (1 Mark)
- b) Outline and explain four benefits of having a healthy lifestyle? (8 Marks)
- c) Identify and explain the three factors that affect interpersonal relationship (6 Marks)

